

Orange

County

Business

Council



Changing Government Culture
Rewarding Good Behavior



ORANGE COUNTY
BUSINESS COUNCIL

The Leading Voice of Business in Orange County

Key Players



- 34 OC Cities, County of Orange and Special Districts.
- Awards Review Committee of Business Leaders from:
 - Banking
 - Legal
 - Real Estate
 - City Association
 - Transportation
 - Public Affairs
 - Medical Device
- Facilitated by OCBC CEO (*non-voting*)



Overview



- Recognizing outstanding public agencies that eliminate barriers to economic growth and *private* sector jobs creation.
- Honors public agencies for cutting regulations, reducing fees and streamlining processes.
- Rewards “good behavior.”



Award Categories



- Program Awards:
 - Business Retention and Expansion
 - Responding to Globalization
 - Sustainable and Green Development
 - Real Estate Redevelopment and Reuse
- Partnership Award: Public/Private Partnerships
- Leadership Award: Outstanding Achievement



Benefits/Results



- 50 nominations received from a diverse range of applicants.
- Private sector recognition of public sector's "good behavior."
- Honorees publicly recognized at "high-end" hosted OCBC reception.
- OCBC "re-awarded" the recipient at its public agency meetings.
- Positive media coverage for public sector partners.
- Helps "viral" good ideas to other agencies for replication.

Award Recipients



Business Retention and Expansion:

City of Huntington Beach: Ten Point Plan for Local Business

- Proactive policies further positioned the city as business-friendly.

Sustainable and Green Development (2 winners):

John Wayne Airport: Central Utility Plant

- Created 7,000 jobs and one billion dollars into the local economy.

City of Anaheim: Water Recycling Demonstration Plant

- Sustainably ensures Anaheim's water needs in the long-term.



Real Estate Redevelopment and Reuse:

City of Anaheim: ARTIC

- Public sector completed land entitlement, zoning and environmental cleanup, preparing land for private sector.

Award Recipients



Responding to Globalization (no entries):

City of Irvine

- Leader in global strategies and outreach; proactive approach to attracting new business.



Public-Private Partnership:

OC Public Works: Ortega Highway Widening

- Public and private sectors worked together to expedite project implementation through innovation.

Public Sector Leadership:

Bill Campbell, Orange County Board of Supervisors



Lessons Learned

- Government is not always adept in metrics!
e.g., OCTA “Breaking Down Barriers.”
- Include local chambers of commerce.
- Business has another tool for government accountability.
e.g., HB’s 10 Point Plan vs. HB’s Raising Fees.
- Business learns about the “good guys in gov’t.”



For More Information

ORANGE COUNTY BUSINESS COUNCIL

OCBC "TURNING RED TAPE INTO RED CARPET" ENTRY FORM

Organization: _____

Contact Name: _____ Email: _____ Phone: _____

Project/Item Name: _____

Date Project Began: _____ Date of Completion (if applicable): _____

Award Category (select one): ☐ Program ☐ Partnership ☐ Leadership

PROJECT DESCRIPTION-PROGRAM AWARDS

THIS SECTION IS INTENDED TO PROVIDE AN OVERVIEW OF THE PROJECT. PLEASE KEEP ANSWERS TO EACH QUESTION UNDER 200 WORDS. YOU MAY EXPAND ON THIS INFORMATION IN A SEPARATE PROFILE OF NO MORE THAN 3 PAGES, DOUBLE-SPACED.

1. Please provide a brief description of the project.
2. What is the goal or purpose of the project?
3. Who are the participants in the project? Who was involved in planning/implementation? Who is affected?
4. What has been the impact of the project? How effective has it been in furthering economic development in your community? Identify any tangible and/or intangible results and value added.
5. Is this project replicable or transferable? Can it be adapted for use in other communities? What lessons have been learned?
6. In what ways is this project innovative or creative?
7. Are there any other relevant details not covered above or specific to your category?

CONDITIONS AND JUDGING CRITERIA

A. PROGRAM AWARDS

PLEASE REFER TO THIS SHEET WHEN COMPLETING THE PROJECT DESCRIPTION SECTION OF THE ENTRY FORM FOR A PROGRAM AWARD.

These awards recognize outstanding and innovative programs in economic and business development that retain or generate an ongoing basis.

Projects will be judged by the following criteria:

- The economic impact on its community, such as an increase in the overall tax base, the creation of new jobs, or growth of its stated objective with measurable results
- The extent of strong relationships with relevant players and widespread support in the community
- The originality, and cost effectiveness
- The transferability of elements to other communities

Real Estate Development (RED)

These awards recognize economic development initiatives that focus on retaining and growing existing businesses within communities and demonstrate extensive cross-community collaboration, and the ability to adapt and respond quickly to change.

Realization

These awards recognize economic development strategies and programs that seek to enable communities, businesses and/or organizations to better integrate into the global economy or to more resiliently respond to the challenges of economic development or organizations, the use of the internet and the networks for integrating globally, and assisting in global sourcing and increase their global competitive position.

Green Development

These awards recognize programs that simultaneously target and create relationships between economic development and sustainability. These efforts include, but are not limited to, programs which encourage energy efficiency and green buildings, materials and products, environmental technologies and industries, sustainable tourism, smart infrastructure, and green chemistry.

Employment and Reuse

These awards recognize innovative real estate development or reuse projects purpose-built or adaptively reused for the creation of jobs and the tax base. By demonstrating a measurable and quantitative impact on employment and the tax base, these projects also serve as catalysts for economic development in the area or region and will demonstrate innovative practices including public and private sectors.

B. PARTNERSHIP AWARD

PLEASE REFER TO THIS SHEET WHEN COMPLETING YOUR PROFILE FOR A PARTNERSHIP AWARD.

These awards recognize significant partnerships formed to support economic development and the results achieved by working together.

Descriptions:

Public-Private Partnerships

This award recognizes outstanding and innovative development projects that have significantly enhanced the economic revitalizations of distressed communities. Winners represent efforts in which larger private contributions have been added to smaller, vital public commitments. Nominees should demonstrate:

- The extent to which public and private sector participants have formed a true partnership or joint venture in planning, developing, and financing the project.
- Direct economic benefits to the community (such as jobs and tax base)
- Spin-off impact of the project
- Creativity or innovation in packaging the project (e.g., land acquisitions, joint venture aspects and financing)

Note that the Project Description section of the Entry Form is not required for this category. Please submit a profile of the partnership's achievements. Profile must include: project name; location; the developer; the firm; complete information of the prime contact, the chief executive officer and chief elected official of the city. Describe the project and its significance to the community. Include the types of projects (retail, industrial, office, etc.), its physical size and financing agreements. Specify the contributions of the nominee.

C. LEADERSHIP AWARD

PLEASE REFER TO THIS SHEET WHEN COMPLETING YOUR PROFILE FOR A LEADERSHIP AWARD.

These awards recognize outstanding leaders in the public and private sectors who are advancing economic development in their communities. Note that the Project Description section of the Entry Form is not required for this category. Please submit a profile of the individual's achievements.

Leadership Award for Public Service

This award recognizes an elected official who has served as a committed advocate for economic development in the public sector. Nominees must have demonstrated sustained and effective efforts to mobilize community groups and industry leaders in the development of programs and projects, played a key role in the planning and designing of new economic development activities, and displayed dedication and commitment to her/his constituency as a leader and advocate for economic development.

Candidates must provide a profile of their professional achievements in economic development. Nominations must not exceed five typed double-spaced pages; letters of endorsement should be no more than two pages and must be submitted in conjunction with the application.

ENTRY SUBMISSION CHECKLIST

- ☐ Entry fee of \$75 payable to OCBC
- ☐ Submit entry and fee postmarked no later than September 15, 2011
- ☐ Mail to: OCBC, 2 Park Plaza, Suite 100, Irvine, CA 92614
- ☐ OR apply online at www.ocbc.org/redcarpet

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